



## CITY OF ATLANTA

55 TRINITY AVENUE, S.W.  
ATLANTA, GEORGIA 30335-0300  
TEL (404) 330-6100

SHIRLEY FRANKLIN  
MAYOR

02-C-2078

November 18, 2002

President Cathy Woolard and  
Members of Atlanta City Council  
City Hall, Suite 2900 South  
68 Mitchell Street SW  
Atlanta, Georgia 30335

### **RE: Appointment to Tree Conservation Commission**

Dear President Woolard and Members of the Council:

It is a pleasure for me to appoint **David Swann** to serve as a member of the **Tree Conservation Commission** of the City of Atlanta in the **Environmental Organization Member** position. This appointment is for a **term of two (2) years**, scheduled to begin on the date of Council confirmation.

I am confident that Mr. Swann will serve the Tree Conservation Commission and the City of Atlanta with distinction. A resume is attached for your perusal.

Sincerely,

A handwritten signature in black ink that reads "Shirley Franklin".

Shirley Franklin

Enclosures

## Resume

**David Swann**

Trust for Public Land 1447 Peachtree St., NE Suite 601 Atlanta, GA 30305 USA

404 873-7306 ext 226

david.swann@tpl.org

**Summary:** Highly skilled designer/writer and governmental affairs professional with experience in marketing, public affairs and land conservation strategies.

**Education**

**B.S. — Sociology & Journalism**  
(Minor in Psychology)

John Carroll University  
Cleveland, Ohio

**M.A. — Philosophy**

Lehigh University  
Bethlehem, Pennsylvania

**Honorary Doctor of Laws**

Augusta Law School  
Augusta, Georgia

**Employment History**

- 2002 - Present** Trust for Public Land— National nonprofit land conservation organization. Responsibilities include Governmental Affairs, Media and Public Relations, and Conservation Finance. Special interest: urban greenspace issues.
- 1985 - 2001** D.S. Jerome Productions — Principal. Graphic design, writing, public relations and marketing for a diverse portfolio of local, regional and national clients.
- 1982 - 1985** Cygnet Group — Co-Founder and Senior Design/Writer for full service design studio. Extensive conceiving, design, layout, pre- and post-production management. Major clients included nonprofit organizations and members of the commercial real estate, hospitality and health care industries.
- 1977 - 1982** Georgia Legislature — Member of the Georgia House of Representatives (90<sup>th</sup> District) serving on the Banks and Banking, Health and Ecology, and Special Judiciary Committees; Chairperson of the Select Issues Subcommittee under the late Sidney Marcus, Chairperson, Health and Ecology Committee. Legislative emphasis: health care services and environmental issues.
- 1975 - 1976** Augusta College — Lecturer, Department of Philosophy
- 1973 - 1980** Swann Oil Company of Georgia — In addition to managing a group of diversely talented staff of sixty-five, primary responsibilities included marketing, public relations and community/governmental affairs.

**Other Mentionables**

- Assisted in providing content for Atlanta's official bid books for the 1996 Olympic Games  
*Presenting The City of Atlanta As The Host For The XXVth Olympiad*
- Authored, *Ansley Golf Club, One Hell of A Good Club* [ISBN 0-9672890-0-5]

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**Affiliations  
(Current)**

<b>Ansley Park Civic Association</b>	<b>Member</b>
<b>Ansley Golf Club</b>	<b>Member/Board</b>
<b>High Museum of Art</b>	<b>Charter Member</b>
<b>Georgia Environmental Council</b>	<b>Member</b>

**Affiliations  
(Past)**

<b>Augusta Chamber of Commerce</b>	<b>Committee Chairperson/Member</b>
<b>Augusta Ports Authority</b>	<b>Chairperson/Member</b>
<b>Augusta Opera Association</b>	<b>Board of Directors</b>
<b>Augusta Rotary Club</b>	<b>Member</b>
<b>American Society of Media Photographers</b>	<b>Past President/Board/Member</b>
<b>American Institute of Graphic Arts</b>	<b>Member</b>
<b>Medical College of Georgia</b>	<b>PA Advisory Board</b>
<b>Art Institute of Atlanta</b>	<b>Curriculum Advisor</b>
<b>Atlanta Black Arts Festival</b>	<b>Advisory Board</b>
<b>Atlanta Arts Festival</b>	<b>Board of Directors</b>
<b>Ansley Park Civic Association</b>	<b>Board/Treasurer/Vice-president</b>
<b>Georgia Society of Association Executives</b>	<b>Member</b>
<b>National Association of State Legislators</b>	<b>Member</b>

References Available upon Request.